

**Ph. D. IN COMMERCE
(PHDCOM)
Term-End Examination
December, 2025
RCO-11 : RESEARCH METHODOLOGY**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. What are the characteristics of research ?
Explain how does quantitative research differ from qualitative research. 20
2. Explain the significance of primary data.
What are the limitations of primary data ?
Discuss in brief the stages in data processing. 20
3. Explain the meaning of hypothesis and discuss the steps involved in hypothesis formulation and testing. 20
4. Bring out the importance of data analysis.
Also explain the usage of bivariate and multivariate statistical techniques in data analysis. 20

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5. (a) What is objectivity in research ? How is objectivity ensured in the conduct of research ? 10
- (b) Explain the steps involved in doing research in detail. 10
6. (a) Explain the different types of experimental designs with examples. 10
- (b) What are scaling techniques ? Explain the different types of scale used in research with examples. 10
7. How do you identify the variables in research ? Give a detailed account of measurement, scaling and construction of an instrument. Highlight the context in which they are suitably used. 20
8. Distinguish between the following : 5+5+5+5
- (a) Case study method and survey method
- (b) Null Hypothesis and Alternative Hypothesis
- (c) One-Tailed and Two-Tailed Test
- (d) Structured and Unstructured Questionnaire

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